

EXTENT OF WOMEN PARTICIPATION IN RYTHU BAZAARS OF EAST

GODAVARI DISTRICT OF ANDHRA PRADESH

S. HYMA JYOTHI¹, K. MAYURI² & K. SHANMUKH SAGAR³

¹Assistant Professor & Head, Department of Agricultural Economics, Agricultural College (ANGRAU),
Rajahmundry, East Godavari District, Andhra Pradesh, India

²Research Scholar, Department of Agricultural Economics, Agricultural College (ANGRAU), Bapatla, Guntur District,
Andhra Pradesh, India

³Research Scholar, Department of Food Business Management, National Institute of Food Technology Entrepreneurship
and Management, Sonipat, Haryana, India

ABSTRACT

Many state Governments in India have taken the initiatives to encourage farmers to undertake selling by eliminating the middlemen. A need was also felt to provide better infrastructure to farmers to facilitate marketing their own produce. With the inspiration came from the Apni Mandi, a similar experiment in Punjab, Rythu Bazaar (or) Farmers' market is a concept that was developed in the year 1999 and implemented in all the 23 districts of Andhra Pradesh by the then Chief Minister, Sri. N. Chandrababu Naidu. Present study is undertaken in rythu bazaars of East Godavari District of Andhra Pradesh to estimate the extent of women participation and to know the constraints faced by the women producers in marketing of their produce. In East Godavari district, 16.70 per cent (78) of stalls in rythu bazaars are being run by women and remaining 83.30 per cent (389) stalls by men. The lowest and highest per cent participation of women in rythu bazaars were observed in RTC Complex Rythu Bazaar of Kakinada (1.87) and Natraj Rythu Bazaar of Rajahmundry (48.48). Further, most of the stalls owned by the women Self Help Groups (SHG's) were engaged in selling of vegetables which not locally cultivated like onions, ginger, potato, garlic, carrot, beetroot etc. The factors affecting the lesser participation of women producers in rythu bazaars were analysed by Garret's ranking technique. Among the ten constraints faced by the women producers, the lack of proper amenities (toilet, drinking water facilities etc.,) ranked first (76.45) and considered as the most limiting factor followed by the time consuming nature of work (72.33) and lack of proper storage facilities (68.40). Hence, to encourage the participation of women in rythu bazaars, the Government of Andhra Pradesh has to improve amenities like provision of toilet facilities, drinking water facilities and construction of rest rooms etc., and provide adequate storage facilities in rythu bazaars.

KEYWORDS: Apni Mandi, Rythu Bazaars, Self Help Groups, Women Participation

INTRODUCTION

A 1.2 billion population along with substantial income growth has put tremendous pressure on India's available land and other resources to meet its food requirement. This has resulted in additional demand of 2.5 million tons of food grains annually. Even assuming a very low growth in per capita Gross Domestic Product (GDP), the demand for the food grains by the year 2020 is projected to 256 million (Jairath, 2008). Added to this demand is the consumers' inclination towards fresh vegetables. The nutritional concerns as well as security and food safety concerns have increased the interest in locally grown produce with known source of origin elsewhere in the world. This increasing demand for fresh

agricultural produce gives an opportunity for small farmers to increase their individual returns, provided the means is known to them. Even after 65 years of Independence, the scenario is far from encouraging. This is primarily because a large majority of farmers are dependent on middlemen to sell their produce. The middlemen have therefore been utilizing this to their maximum advantage at the cost of poor farmers. Also, a nexus between the middlemen and private money lenders makes

Among the various agri-marketing channels, the most prominent are the ones through middlemen like wholesalers and retailers, big corporate houses and cooperatives. Governments in many states have taken the initiatives to encourage farmers to undertake selling by eliminating the middlemen. A need was also felt to provide better infrastructure to farmers to facilitate marketing their own produce. With the inspiration came from the Apni Mandi, a similar experiment in Punjab, Rythu Bazaar (or) Farmers' market is a concept that was developed in the year 1999 and implemented in all the 23 districts of Andhra Pradesh by the then Chief Minister, Sri. N. Chandrababu Naidu. Seeing the success of Apni mandi, the state governments of Tamilnadu, Maharashtra and Odisha also started Uzhavar Shandias, Shetkari Bazaars and Krushak Bazaars respectively.

The twin objectives of Rythu Bazaars are

- To eliminate the middlemen and provide more profits to the farmers
- To make available fresh vegetables at an affordable prices to the consumers

METHODOLOGY

The present study is undertaken in East Godavari District of Andhra Pradesh with following objectives.

- To estimate the extent of women participation in rythu bazaars of East Godavari district of Andhra Pradesh.
- To know the constraints faced by the women producers in marketing of their produce through rythu bazaars in East Godavari district of Andhra Pradesh.

The East Godavari district of Andhra Pradesh was purposively selected as it accounts to 16.25 per cent (13) of total rythu bazaars (80) in Andhra Pradesh and ranked second after Krishna district with 21.25 per cent (17). In the second stage, in all the 13 rythu bazaars of East Godavari district of Andhra Pradesh the number of stalls owned by women producers were found from the data furnished by the office of the Assistant Director of Marketing, Kakinada. And in the third stage the problems faced by the 30 selected women producers based on probability proportion to the number of women producers in the each rythu bazaar were collected using well-structured schedules through personal interviews during the year 2014-15 and ranked using Garrett's Ranking Technique. The respondents were asked to rank the given ten constraints that were limiting the participation of women producers in rythu bazaars. The order of merit thus given by the respondents was converted into ranks by using the following formula.

$$\text{Per cent position} = \frac{100 (R_i - 0.5)}{N_i}$$

Where, R_{ij} – Rank given for i^{th} factor by j^{th} individual

- N_i - Number of factors ranked by j^{th} individual
- The percentage position of each rank thus obtained was converted into scores by referring to table given by Garret and Woodworth (1969). Then, for each factor, the scores of individual respondents were added together and divided by the total number of respondents for whom scores were added. These mean scores for all the factors were arranged in descending order, ranks were given and the most limiting factor was identified.

RESULTS AND DISCUSSIONS

The extent of participation of women and men in rythu bazaars of East Godavari district of Andhra Pradesh are presented in Table 1. In East Godavari district, 16.70 per cent (78) of stalls in rythu bazaars are being run by women and remaining 83.30 per cent (389) stalls by men. The lowest and highest per cent participation of women in rythu bazaars were observed in RTC Complex Rythu Bazaar of Kakinada (1.87) and Natraj Rythu Bazaar of Rajahmundry (48.48). Further, most of the stalls owned by the women Self Help Groups (SHG's) were engaged in selling of vegetables which not locally cultivated like onions, ginger, potato, garlic, carrot, beetroot etc. affecting the lesser participation of women producers in rythu bazaars were analyzed by Garret's ranking technique (76.45) and considered as the most limiting factor followed by the time consuming nature of work (72.33) and lack of. Table 2 indicated that, among the ten constraints faced by the women producers, the lack of proper amenities (toilet, drinking water facilities etc.,) ranked first (proper storage facilities (68.40). Hence, to encourage the participation of women in rythu bazaars, the Government of Andhra Pradesh has to improve amenities like provision of toilet facilities, drinking water facilities and construction of rest rooms etc., and provide adequate storage facilities in rythu bazaars.

Table 1: Extent of Women and Men Participation in Rythu Bazaars of East Godavari District of Andhra Pradesh

S. No.	Name of the Rythu Bazaar	Shops Maintained by		
		Women	Men	Total
1.	RTC Complex Rythu Bazaar, Kakinada	2 (1.87)	105 (98.13)	107 (100.00)
2.	Gandhi Nagar Rythu Bazaar, Kakinada	5 (9.61)	47 (90.39)	52 (100.00)
3.	Ganesh Chowk Rythu Bazaar, Rajahmundry	6 (13.04)	40 (86.96)	46 (100.00)
4.	Natraj Rythu Bazaar, Rajahmundry	16 (48.48)	17 (15.52)	33 (100.00)
5.	Quarry Center Rythu Bazaar, Rajahmundry	11 (28.21)	28 (71.79)	39 (100.00)
6.	Arts College Rythu Bazaar, Rajahmundry	4 (25.00)	12 (75.00)	16 (100.00)
7.	Alcot Gardens Rythu Bazaar, Rajahmundry	3 (21.43)	11 (78.57)	14 (100.00)
8.	S.B.I colony Rythu Bazaar, Rajahmundry	5 (12.82)	34 (87.18)	39 (100.00)
9.	Sambhu Nagar Rythu Bazaar, Rajahmundry	5 (17.86)	23 (71.42)	28 (100.00)
10.	Rythu Bazaar, Amalapuram	1 (5.88)	16 (94.12)	17 (100.00)
11.	Rythu Bazaar, Ravulapalem	14 (31.11)	31 (68.89)	45 (100.00)

Table 1: Contd.,				
12.	Rythu Bazar, Kothapeta	2 (13.33)	13 (86.66)	15 (100.00)
13.	Rythu Bazaar, Ramachandrapuram	3 (20.00)	12 (80.00)	15 (100.00)
	Total	78 (16.70)	389 (83.30)	467 (100.00)

Table 2: Constraints Faced by the Women Producers in Rythu Bazaars of East Godavari District of Andhra Pradesh

S. No	Constraints Faced By Women Producers	Ranking
1	Lack of proper storage facilities	III (68.40)
2	Long distance of producing villages from the market	V (51.00)
3	Lack of proper amenities (toilet & drinking water facilities)	I (76.45)
4	Higher cost of transportation	VIII (32.17)
5	Irregularity in supply of products which are not locally cultivated	X (21.00)
6	Huge price fluctuations	IV (56.03)
7	Difficulties in Grading	VII (42.64)
8	Perishability (or) less shelf life of the product	VI (47.87)
9	Seasonal nature of consumption	IX (31.43)
10	Time consuming work	II (72.33)

SUMMARY & CONCLUSIONS

Rythu Bazaar (or) Farmers' market is a concept that was developed in the year 1999 and implemented in all the 23 districts of Andhra Pradesh by the then Chief Minister, Sri. N. Chandrababu Naidu. In East Godavari district, 16.70 per cent (78) of stalls in rythu bazaars are being run by women and remaining 83.30 per cent (389) stalls by men. To encourage the participation of women in rythu bazaars, the Government of Andhra Pradesh has to improve amenities like provision of toilet facilities, drinking water facilities and construction of rest rooms etc., and storage facilities in rythu bazaars.

REFERENCES

1. Ahmad Salma and Dey Subhendu (2012). Comparative study of preference of consumers of super markets and rythu bazaar- the farmers' market of Andhra Pradesh. International Journal of Engineering and Management Sciences. Vol. 3(3)2012: 272-279
2. Jairath M.S. (2008). Some potential for agricultural marketing infrastructure projects in India. Paper presented in the general body meeting of National Council of State Agricultural Marketing Boards, held at Guwahati.
3. Kathiveran, G. etal. (1999) A study on constraints in egg marketing: Garret's approach. The Bihar Journal of Agricultural Marketing Vol. VII, No. 2, PP 216-220, April-June.
4. Kusum Jain, Umesh Kumar Sharma, Kadian K.S, Malik. R. K, Bhella S.L (2008). Direct Marketing. Technical Bulletin (27), Directorate of Extension Education, CCS Haryana Agricultural University, Hisar, India.
5. Subhendu Dey (2012) Key drivers for farmers and consumers of rythu bazaars- A study of farmers' markets of Andhra Pradesh. Asian Journal of Research in Business Economics and Management. Vol 2, Issue 6 (June, 2012). ISSN: 2249-7307.
6. Subhendu Dey (2012). Rythu bazaars – A study of benefits received by farmers. Asian Journal of Management and Research. Vol 3(1), 2012.

